



RURALIZATION

DRAFT

The report is subject to possible changes due to approval process by the European Commission.

RURALIZATION

The opening of rural areas to renew rural generations, jobs and farms

**D4.3 Inventory of futures dreams by the youth:
summary report**



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Author(s)		Tuomas Kuhmonen (UTU), Pertti Ruuska (UTU), Robert Skrzypczyński (UWr)	
Contributors(s): dream inventories		Annelies Beyens (Belgium), Petra Tas (Belgium), Hervé Brédif (France), Aline Brochot (France), Nicole Mathieu (France), Camille Robert Boeuf (France), Florian Ahlmeyer (Germany), Titus Bahner (Germany), Richard Dembowski (Germany), Kati Volgmann (Germany), Hans-Albrecht Wiehler (Germany), Adrienne Csizmady (Hungary), Ibolya Czibere (Hungary), Imre Kovách (Hungary), Noémi Loncsák (Hungary), Boldisár Megyesi (Hungary), Gabriella Nemes-Zambó (Hungary), Judit Takács (Hungary), Levente Viszló (Hungary), Maura Farrell (Ireland), Aisling Murtagh (Ireland), Antonino Campenni (Italy), Giovanni Passarelli (Italy), Silvia Sivini (Italy), Sylwia Dołzbłasz (Poland), Krzysztof Janc (Poland), Andrzej Raczyk (Poland), Brîndușa Bîrhală (Romania), Raluca Dan (Romania), Bogdan Suliman (Romania), Attila Szocs (Romania), Clara Blasco (Spain), Miquel Correa (Spain), Cristina Pujol (Spain), Paula Puy (Spain), Jofre Rodrigo (Spain), Anna Subirana (Spain), Maarten Koreman (The Netherlands), Willem Korthals Altes (The Netherlands), Marjolein Spaans (The Netherlands), Herman de Wolff (The Netherlands)	
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Acronyms and Abbreviations

EU	European Union
LQ	Location Quotient, a measure of regional profile
NUTS	Nomenclature of territorial units for statistics, including three hierarchical levels (NUTS 1–3)
WP	Work Package

Partner short names in the report

CE	Consulta Europa Projects and Innovation (Spain)
CNRS	Centre National de la Recherche Scientifique (France)
EcoRur	Asociatia Eco Ruralis-In Sprijinul Fermierilor Ecologici Si Traditionali (Romania)
ILS	Institut für Landes- und Stadtentwicklungsforschung, Research Institute for Regional and Urban Development (Germany)
KulturLand	Kulturland eG (Germany)
Landg	De Landgenoten (Belgium)
MTA	Magyar Tudományos Akadémia Társadalomtudományi Kutatóközpont (Hungary)
NUIG	National University of Ireland, Galway
ProVertes	Pro Vértés Nonprofit Zrt. (Hungary)
SA	Shared Assets Limited (United Kingdom)
TdL	Terre de Liens (France)
Teagasc	The Agriculture and Food Development Authority (Ireland)
TUD	Delft University of Technology (The Netherlands)
UNICAL	University of Calabria (Italy)
UNIDEB	University of Debrecen (France)
UTU	University of Turku (Finland)
UWr	University of Wrocław (Poland)
XCN	Xarxa per a la Conservació de la Natura (Spain)

Acknowledgements

This report is a result of concerted action. The participants of the RURALIZATION project have made a major effort by organising dream inventories in 20 regions. These inventories resulted 2,208 descriptions of the futures dreams of the European youth aged 18–30 years. We made a careful analysis of these dreams. As a result, the contents and the obstacles of the dreams could be attached to different types of areas, the targets of the dreams. Next, the dreams will be put in the assessment process in the same 20 regions around Europe to find out context specific ways to make them come true.

The sample is not without bias and the results do not depict the exact dreams of the whole European youth. The research design has guaranteed a diversity of the respondents, however. As a results, all kinds of areas were targets of the futures dreams and this provided us the possibility to profile the target areas. Our aim was to profile different types of areas as the targets of the dreams rather than to predict the future. These profiles will assist in finding ways to promote the realisation of the dreams and remove their obstacles.

We would like to thank all the participants of the project for their valuable input. We would like to say special thanks to Alice Martin-Prével from Terre de Liens – she carefully read the draft of the report and made several valuable suggestions to improve it.

Vesanto, Finland, 31st January 2021

Tuomas Kuhmonen

Leader of the Work Package 4 (Foresight Analysis)

Abstract

This report is a documentation for an extensive futures dreams inventory which was carried out by the RURALIZATION team. A diverse set of 20 regions in 10 countries was selected to be the study areas. A sample of young people (18–30 years) living in these areas was invited to describe the personal dream future in about 15 years (year 2035). The dream futures consisted of the livelihood recipe (how do you earn your living?), the accommodation recipe (where do you live?) and the lifestyle recipe (how do you live?) as well as the obstacles for realising the dream. The inventories were carried out in national languages and they followed a shared format.

The inventories resulted in 2,208 responses. The responses were analysed per type of the dream area, which made it possible to compare profiles of the dream areas. At the highest feasible level of abstraction, the dreams targeted to the *city centres* could be featured as the dreams of rather young people and people who dream about mobile, eventful, international, creative, successful city life and the balancing effect of regularity. The dreams targeted to the *city areas outside the centre* were featured by communal, cozy and stable life in the urban fabric, which allowed mobility, internationality and personal development in diverse ways. The dreams destined to the *suburbs in the city areas* tended to be characterised by a flexible, responsible as well as peaceful and home-centric ‘basic’ form of living at the outskirts of a city. The dream futures targeted to the *rural areas close to cities* were profiled by a clear preference for the countryside as a living environment which included waters, animals, private space and a garden – dream of a family life in which work life was a subordinate of the rural lifestyle. Futures dreams targeted to the *rural villages* were manifestations of the local paradigm in a rural fabric. Finally, the futures dreams targeted to the *remote rural areas* were flavoured by the ideal of living in the nature and with the nature – and having agency to do this.

The futures dreams were studied also from the perspective of the professional status. Regarding these results, the dreams of becoming a *farm entrepreneur* were dreams of very entrepreneurial ‘seniors among the juniors’ who dreamed about farming and living in the green with the animals, vehicles and community members. The dreams of becoming a *non-farm entrepreneur* were featured by a flexible, self-determined life where creativity and nature-based recreation were balancing the work duties; the personal capacity was a specific challenge. The dreams of being *not employed as an entrepreneur* (but rather a salaried worker) were essentially manifesting various forms of ordinary life with work and leisure added with a social and developmental orientation.

In the next steps of the RURALIZATION project the findings of the dream inventory will be assessed in various interactive engagements which are targeted to findings ways to make the dreams come true in various contexts.

1 Objective, scope and approach in the dream inventory

These ideas, images, prototypes and plans of the possible futures exist in the minds of the people. They have varying predictive capacities on what might actually happen in the future. The current ideas, beliefs and dispositions about the future are certainly not able to capture all the manifestations of the future, since all elements of, say, year 2040 are not visible in the present and may be hard to imagine. Futures research can be used as a social technology to access the becoming, however. Through studying the images of the future in the minds of people it becomes possible to get some understanding of the possible futures states and developments.

In order to make the inquiry of futures images most useful for the foresight and policy design purposes, an intentional approach toward the future is adopted in this study. This can be adopted, for example, by taking the (positive) futures dreams as the topic of inquiry. A dream future connects the personal dreams and intentions to specific possible states of the future toward which one is inclined to navigate. Changing preferences and various obstacles may cause these dreams to not become a reality.

Turning to rural areas, the dispositions, preferences and intentions of the youth have taken indicated diverse contents in previous studies. 'Idyll' and 'dullness' seem to struggle as main representations of the rural in the minds of many young people. Evidently, the diversity of dispositions and images of the rural among the youth is larger than that and expectedly no single, homogenous scope and content of futures dreams can be expected.

If a young person actually stays in or moves into a specific rural destination, there should be an adequate degree of fit between the personal motivations, resources and competences, and the place-specific opportunities, demands and offerings. Through studying personal dreams targeted to specific types of rural areas it becomes possible to understand better what kind of demands there are for the areas to qualify for a dream area and what kind of people are dreaming about specific types of (rural) areas. With this knowledge it becomes possible to think about policy measures to improve the fit between the dreams and the reality in specific types of rural areas.

1.1 Objective

Objective of the dream inventory is:

- 1) to explore the diversity of futures dreams among the European youth,
- 2) to investigate which kinds of universals and peculiarities the dreams might expose,
- 3) to study the characteristics of the spatial destinations of the dreams,
- 4) to expose characteristics of the young people dreaming of specific types of rural areas.

In brief, the main objective of this study is to learn about the contents and obstacles of the dreams per type of the dream area as well to learn about the background of the young people dreaming about specific types of regions.

1.2 Scope

Futures research is mostly tuned to identification, design and assessment of macro level societal futures. Various experts, stakeholders and actors hold primitives of these futures and they can be teased out and organised into visions, scenarios or futures images with the help on many futures research methods. Personal futures pose specific challenges for the research act since they are personal, in many ways unique and subject to change easier than e.g. more path dependent technology, food or energy futures.

In this study, the diversity of the personal futures is captured by three domains: livelihood, accommodation and lifestyle recipes: how do you earn your living? (livelihood recipe), where do you live? (accommodation recipe) and how do you live? (lifestyle recipe). These domains provide a logical connection to the three important domains of rural development policy: employment, housing, and welfare and leisure (Figure 1). In addition to the contents of the dream future, also obstacles in realising the dream provide valuable information for policy design.

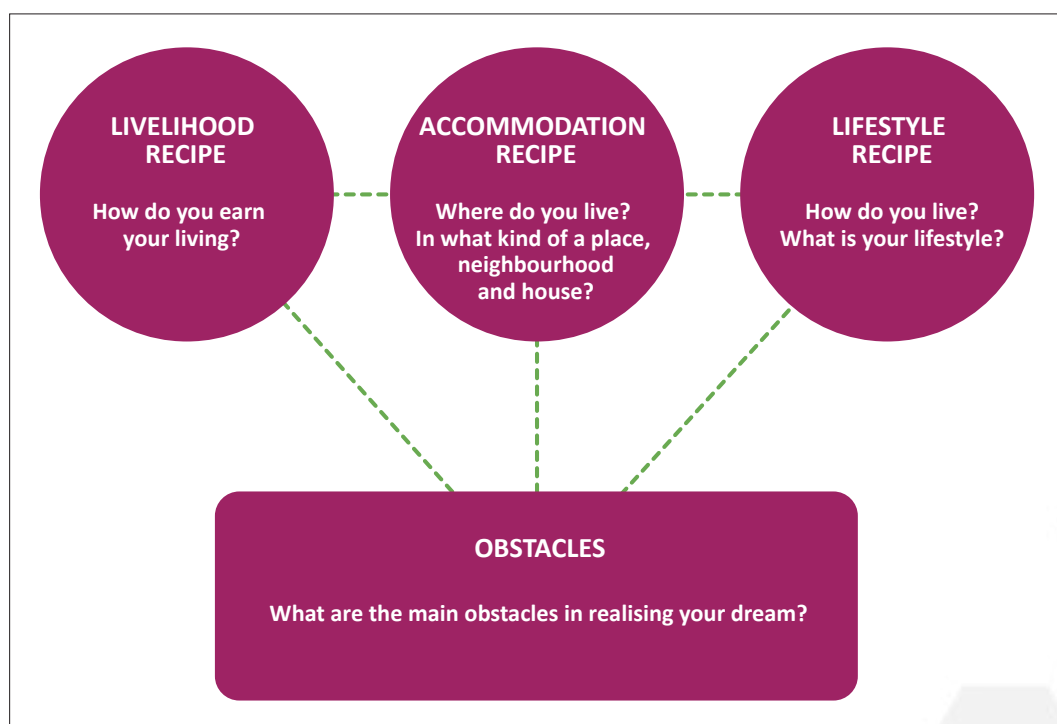


Figure 1: The domains in personal futures

1.3 Approach

The process in dream inventory is described in Figure 2. A large group of young people around Europe was invited to describe the personal dream future in about 15 years (year 2035). The dreams were collected via surveys and workshops, analysed and reported. The methodology is explained more in detail in Chapter 2.

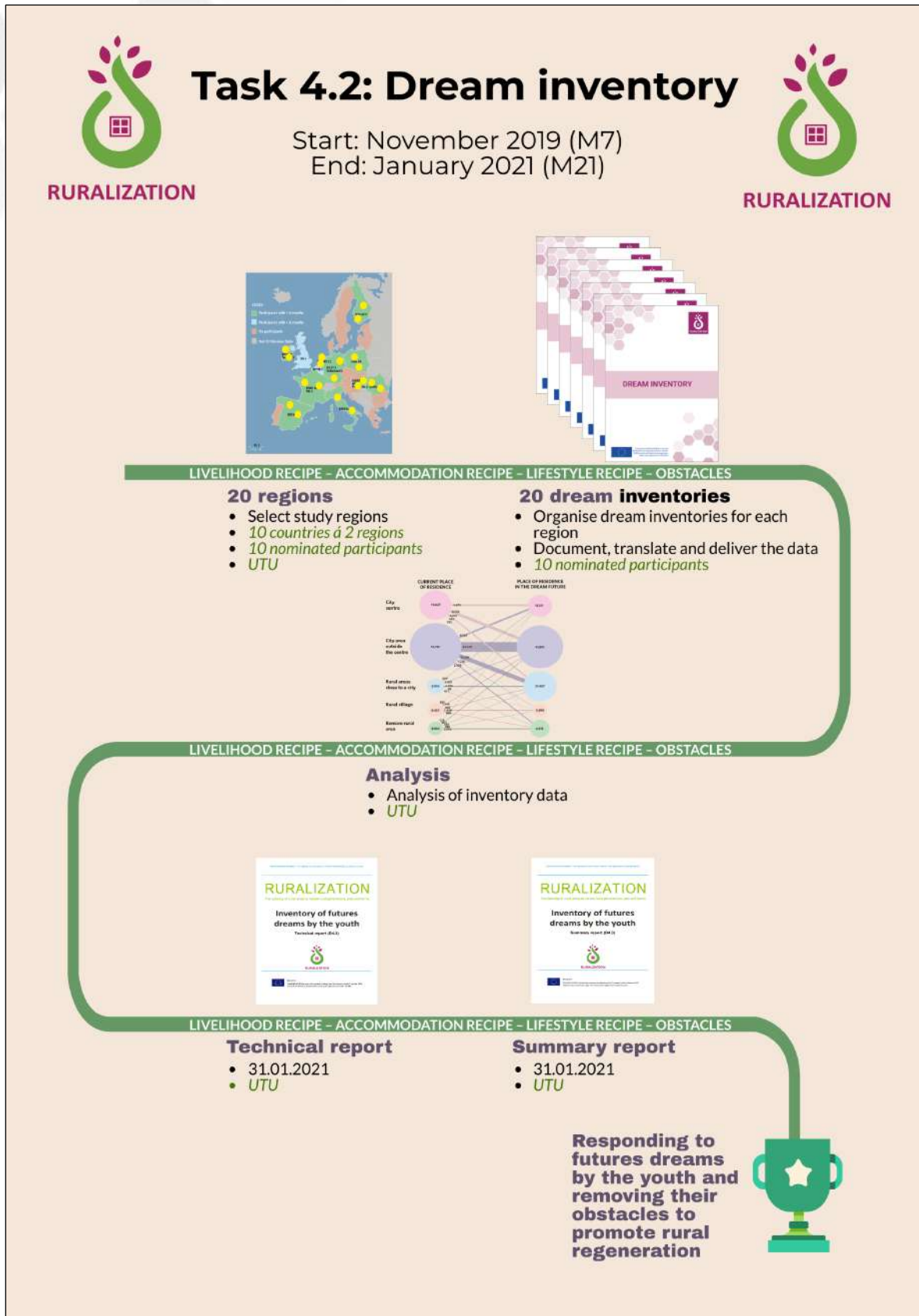


Figure 2: The process of dream inventory

The dreams by the youth tell stories of the becoming worldviews, ideas and dispositions in a way that observes cohort effects. Since it turned out not to be possible to have a representative sample of the European youth, the approach is **exploratory**. Within this limitation, the chosen methodology is meant to ensure that the diversity of young people reporting their personal dream futures would be still high. After receiving the descriptions of the futures, the responses are taken out of their detailed contexts to find out some universals among them (Figure 3). Later on, the profiles of the dreams will be put back to diverse contexts to find out ways to make them come true and, further on, to identify promising practices and policies to promote rural regeneration in this way. This last step takes place later and will not be reported as part of the dream inventory.

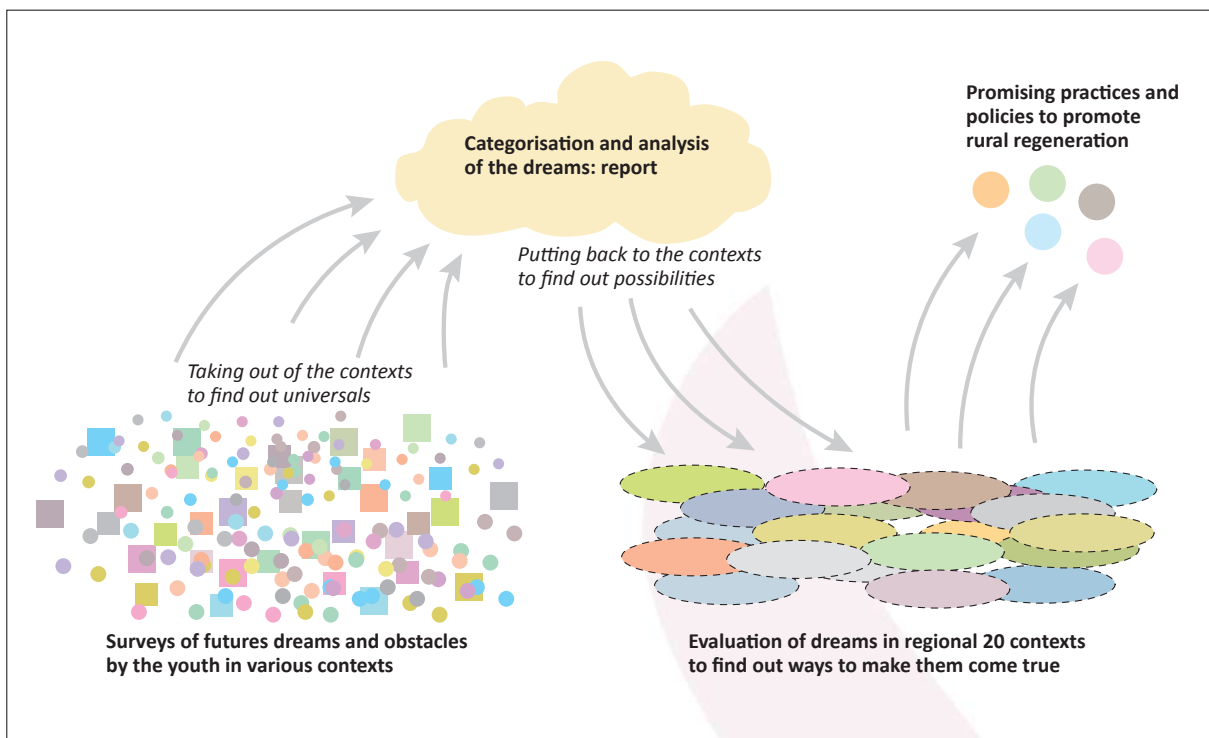


Figure 3: Dream inventory as participatory foresight analysis

2 Methodology of dream inventory

Dream inventory included several steps and many participants of RURALIZATION project were involved in the process. The methodology of this process and main features of the dream data are described in this section.

The methodology is attuned to observe many kinds of young people living in many kinds of contexts. Dream inventory is not expected to bring about a fully representative set of dreams that could be used to delineate and define the future of the rural Europe. However, the adopted methodology should guarantee that diversity of the young population is observed in a feasible way. Futures dreams by the youth are diverse and different across contexts, but they include some degree of universality at an appropriate level of abstraction. Such a level is iterated in the research process all the way.

The task consists of three steps: 1) selection of 20 regions **for the inventory**, 2) organisation of the **inventory of the futures dreams** and 3) analysis of the **inventory data**. These will be discussed briefly next.

Different kinds of regions provide varying possibilities for realising specific livelihood, accommodation and lifestyle recipes. For this reason, inventories of the futures dreams were organised in different regional contexts. Previous surveys of futures dreams by the youth have shown that urban and rural areas as destinations of futures dreams lead to very different profiles of the dreams. Observing the allocation of resources within the RURALIZATION project and a balanced set of regional circumstances in terms of urbanization rate, land use patterns, GDP per capita, population density, climate, culture and economic structure, 10 Member States and project participants were selected to carry out the dream inventories (Figure 4). These were Finland (UTU), France (CNRS), Germany (ILS), Hungary (UNIDEB), Ireland (NUIG), Italy (UNICAL), the Netherlands (TU Delft), Poland (UWr), Romania (EcoRur) and Spain (XCN). In each of the 10 Member States, two study regions were selected, resulting in 20 regions (Figure 4). To ensure diversity of regions, these two NUTS3 level regions in each country represented different categories in the urban–rural typology.

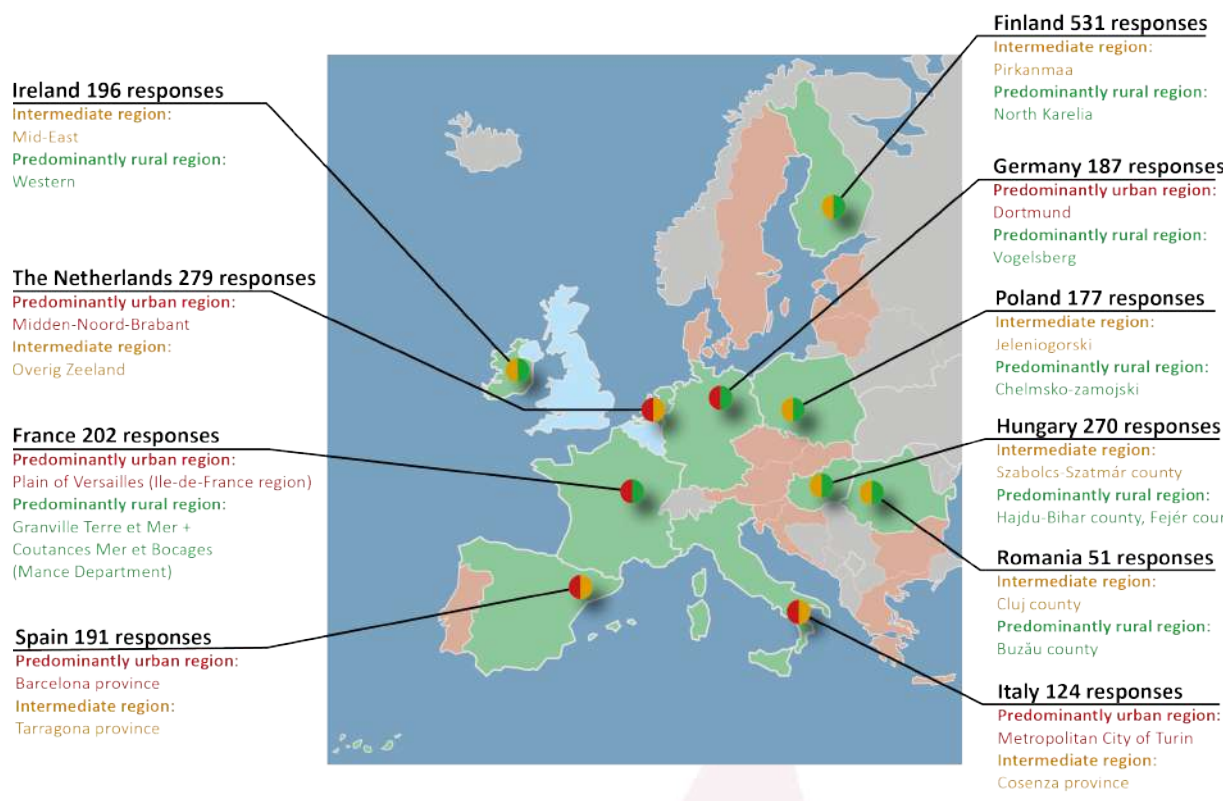


Figure 4: Dream inventory regions

Participants had three options to collect the data: 1) workshops, 2) online surveys and 3) personal interviews. Due to the Coronavirus pandemic, only one workshop was organised (in Poland) and all the other inventories were organised as online surveys. Participants to the surveys were invited by means in invitation letters, advertisements and social media postings (in Finland, a large random sample of the base population and personal invitation letters). Non-representative invitation procedures were a consequence of the difficulties in taking a representative random sample of the base population (and then sending invitation letters) in many countries, which was recognised at the planning stage of the project. Due to this type of invitation procedure, there is a high probability of sample selection bias as the audiences for the invitations are not selected at random. For this reason, **the results cannot be generalised to represent the views of the European youth.**

Luckily, there was a rather large group of respondents dreaming about each of the six types of areas: city centres, city areas outside the centres, suburbs, rural areas close to cities, rural villages and remote rural areas. This made possible a comparative profiling of the regions as destinations of the dreams and profiling of the young people who are interested in specific types of areas. In this case, the sample selection makes no significant bias.

Each of the respondents filled in a survey (or a data card in the workshop) which included some background information (e.g. age, sex, employment status, family status, education and type of current residential area), description of personal dream future in terms of livelihood, accommodation and lifestyle recipes in about 15 years (years 2035) and perceived obstacles for realising the dream. In six countries (Finland, Hungary, Ireland, Italy, the Netherlands and Poland), an additional question about the impacts of the Coronavirus pandemic on the responses was included in the inventory. The survey included both closed and open-ended questions. The survey did not contain any personal information and could not be traced back to individual participants. The survey was organised in local languages. The surveys were carried out in April–September 2020. A total of 2,208 responses were received. More details about the methodology and the data can be found in the technical report.

These profiles of the different types of areas as destinations for the dreams were described by means of simple distributions (age, sex, employment status, family status, attributes of the dreams etc.), whereas the summary of profiles of the dream destinations is based on **location quotients** (LQ). LQ values is computed as a topic's share in a particular type of area divided by the topic's share in all types of areas. The more common or popular the specific characteristic in the dream area is compared to the average of all areas, the higher the LQ value. Topics which have LQ values higher than 2 are considered 'strong profilers' and topics which have LQ values between 1.2–2 are considered 'weak profilers'.

3 Results

This section presents some highlights of the findings of the dream inventory. A much more extensive presentation can be found in the technical report.

3.3 Livelihood recipe

The livelihood recipe described the futures dreams in the domain of livelihood: how the respondents would earn their living. To give an idea about the descriptions of the dreams, a random sample of the livelihood recipes is presented in Figure 5. These descriptions were analysed in many ways to find some universals among the dreams targeted to different types of areas as a dream place of residence.

As a whole, the livelihood recipes of the dream futures included traditional and novel features. Earning one's living by working on the farms, in the nature, with the animals and by doing versatile tasks were traditional rural attributes of the livelihood. On the other hand, different types of urban areas exhibited some attributes that were specific to the particular area like very social, international and travel work for the city centres, creative work for the city areas outside the centres and communality for the suburbs. The diversity of the livelihood dreams is quite high, however. Contrary to traditional stereotypes, there are young people dreaming about farming or remote work in the urban areas and young people dreaming about making a career or being a professor in the remote rural areas. Except for agriculture, forestry and fishing as an economic activity – which is located to the rural areas – the differences in the dream profiles between the types of areas are not that big. This can be seen, for example, in the attributes of the livelihood recipes which were reported in the open-ended answers (Figure 6).

I will run an equestrian center in association with someone, I would like to work in the horse trade and riding lessons because I am passionate about horses and I love to educate foals and teach children to ride horses.

Dream area: rural area close to a city
Country: France

Working in the ecotourism sector and developing leisure activities for children and youth.

Dream area: rural village
Country: Spain

Movie Director. Average income level. Personal fulfillment through work that allows a minimum of stability and economic independence is very important, stimulating, creative, dynamic work.

Dream area: city centre
Country: Italy

Probably the same, we will run a family farm, perhaps switch to ecological production. I would like to earn enough to be able to invest in the farm, now the smallholders die out.

Dream area: remote rural area
Country: Poland

Some part-time job and in my spare time to be gardening and for social projects. I do not wish big income in order to be able to support myself and have some vacations and ideally to put some money aside for when retiring. For me it is important that my job is useful to the community I live in, to have a nice work collective that self-organises, takes decisions in common and it's flexible.

Dream area: rural area close to city
Country: Romania

I would like to work in my profession as a pet sitter. My dream would be my own zoo. I wish I had a good livelihood and enough money to live on and a little more extra.

Dream area: rural area close to a city
Country: Finland

My goal is a pedagogical career, I want to work in school as a development teacher. I would also like to deal with disadvantaged children with special educational needs within the framework of private lessons.

Dream area: city area outside the centre
Country: Hungary

To earn your living is not worth it, since you are already living. (It's a quote of Coluche) I want to live in a place with a strong community life, to produce almost everything I eat, and to have time to think about agricultural issues, which may be considered as a part-time job, or eventually a full-time job during a period of my life.

Dream area: rural village
Country: France

Working as an employment expert with people who can no longer do their own work and think about what adjustments are needed. Important is guiding people.

Dream area: city centre
Country: The Netherlands

Working in the sector of youth work, would love to buy my own building solely devoted to youth people, providing services, hang out, after hour supports etc. Earning a good wage that I was able to live on weekly but also be able to save on too.

Dream area: rural village
Country: Ireland

I will work as tailor and will be self-employed (with a focus on online shop with services) and will work in a small studio.

Dream area: suburb in a city area
Country: Germany

In running a b&b. Making people happy and sending them home with a good feeling.

Dream area: remote rural area
Country: The Netherlands

Figure 5: A random sample of the livelihood recipes

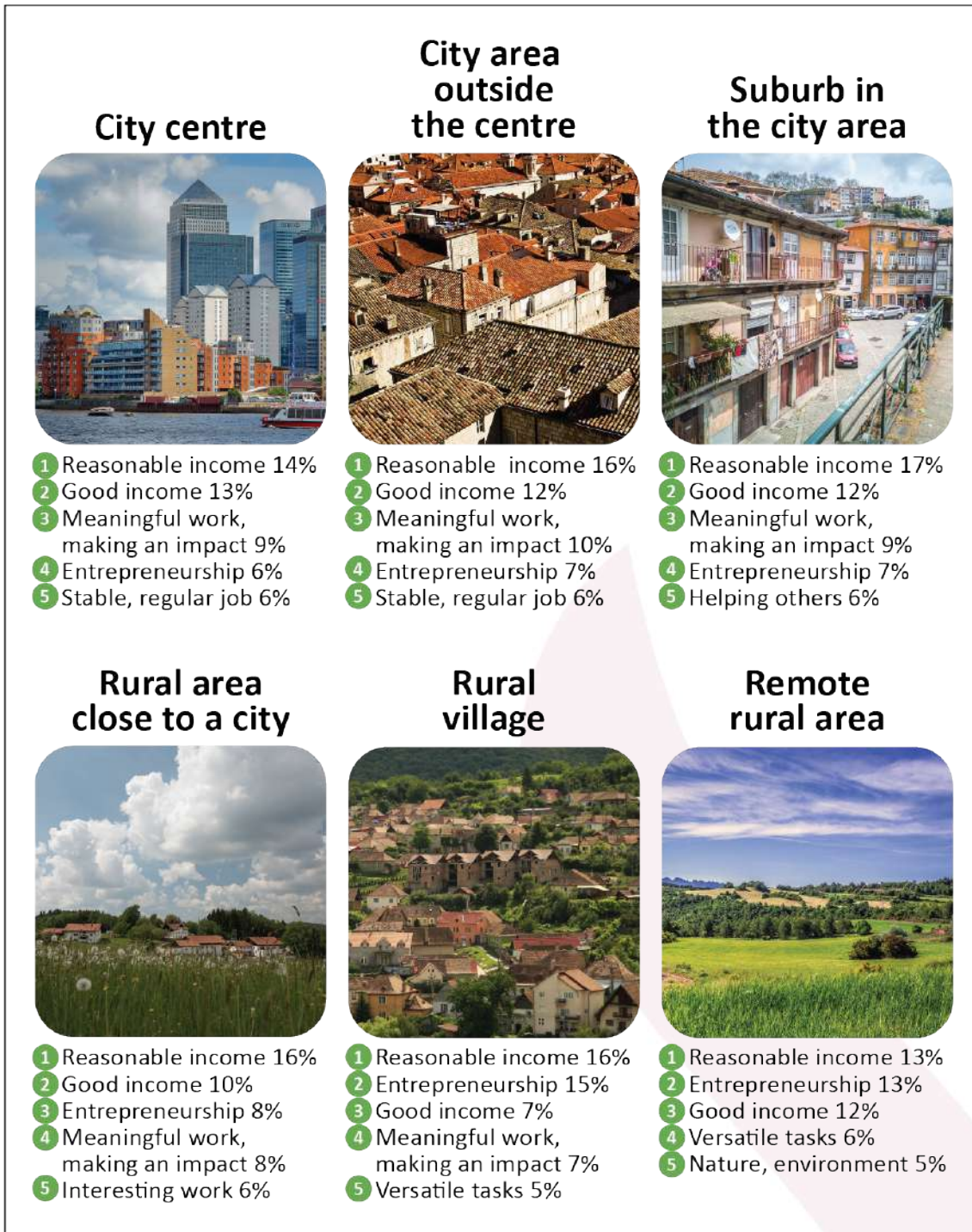


Figure 6: Top-5 attributes of the livelihood dream by dream place of residence, %

3.4 Accommodation recipe

The most important part of the accommodation recipe is the type of area where to settle. The rural areas, especially, attract a significant part of their respondents to stay in the current type of region (Figure 7). If the dreams of the respondent were realised by now in terms of the type of regions, about 41% of the respondents would stay in their current type of region and 59% would move into a different type of region. The biggest crossflows would take place from the city centres to the rural areas close to cities (7% of the respondents), from the city areas outside the centre to the rural areas close to cities (6%), from the city centres to the city areas outside the centre (5%), from the city centres to the city areas outside the centre (5%), from the suburbs to the rural areas close to cities (4%) and from the rural villages to the rural areas close to cities (4%). As a whole, rural areas close to cities and remote rural areas would gain in popularity and all other regions would lose in popularity. **This is not a forecast due to sample selection bias**, however, but indicated that a significant part (40%) of the potential future residents of the rural areas currently live in the urban areas whereas 60% already live in the rural areas. So, there is potential for the rural areas to attract new residents.

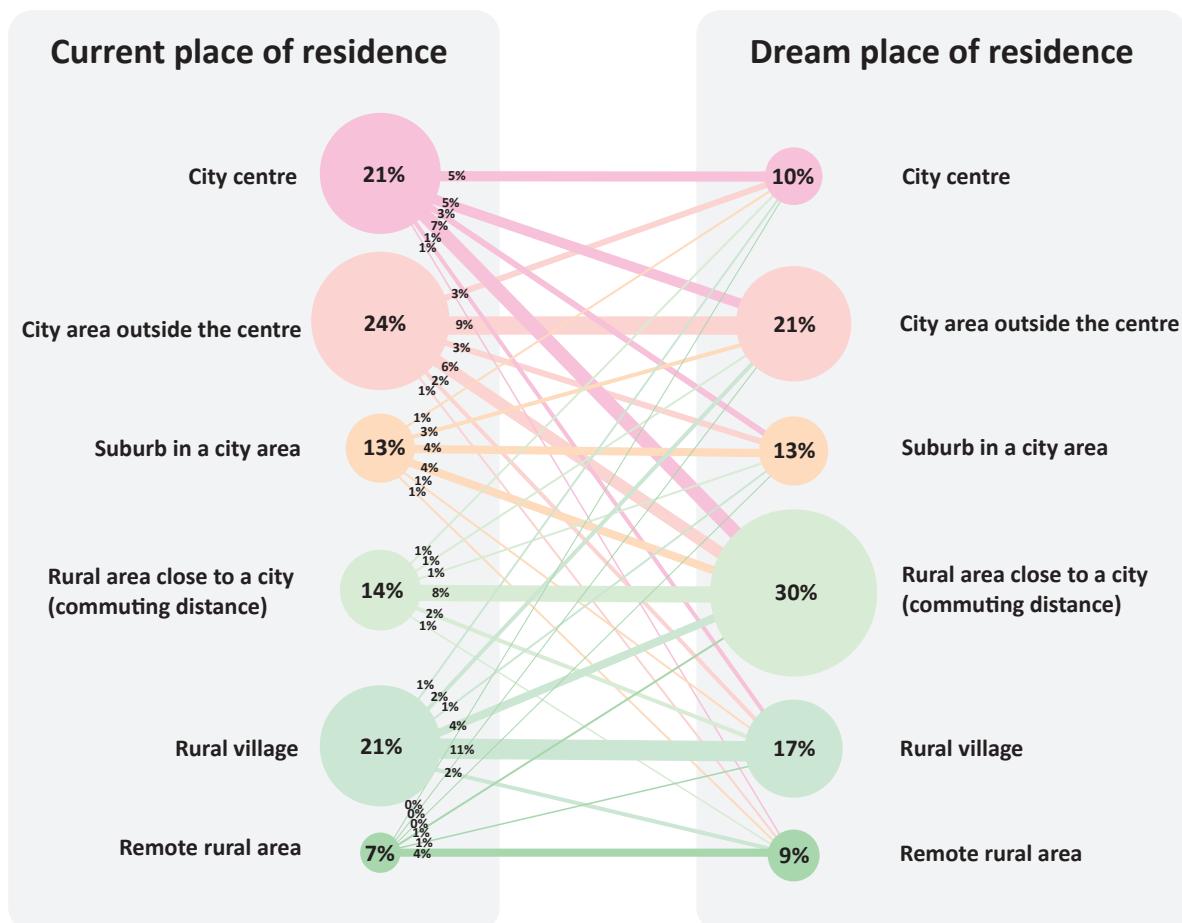


Figure 7: Respondents by type of the current place of residence and dream place of residence, % of all respondents

The destinations of the accommodation dreams had different profiles concerning the characteristics of the location (Figure 8) and the characteristics of the housing (Figure 9). In general, the urban futures were characterised by urban housing types and availability of diverse local services, as could be expected. But also, a peaceful location and a nice neighbourhood was quite highly preferred in the urban futures. As expected, the rural futures were characterised by genuine rural features like nature, tradition, animals and own space. What is also worth of noting is that young people dreaming about the rural destinations do not expect a large diversity of local services but are quite happy with only some important local services.

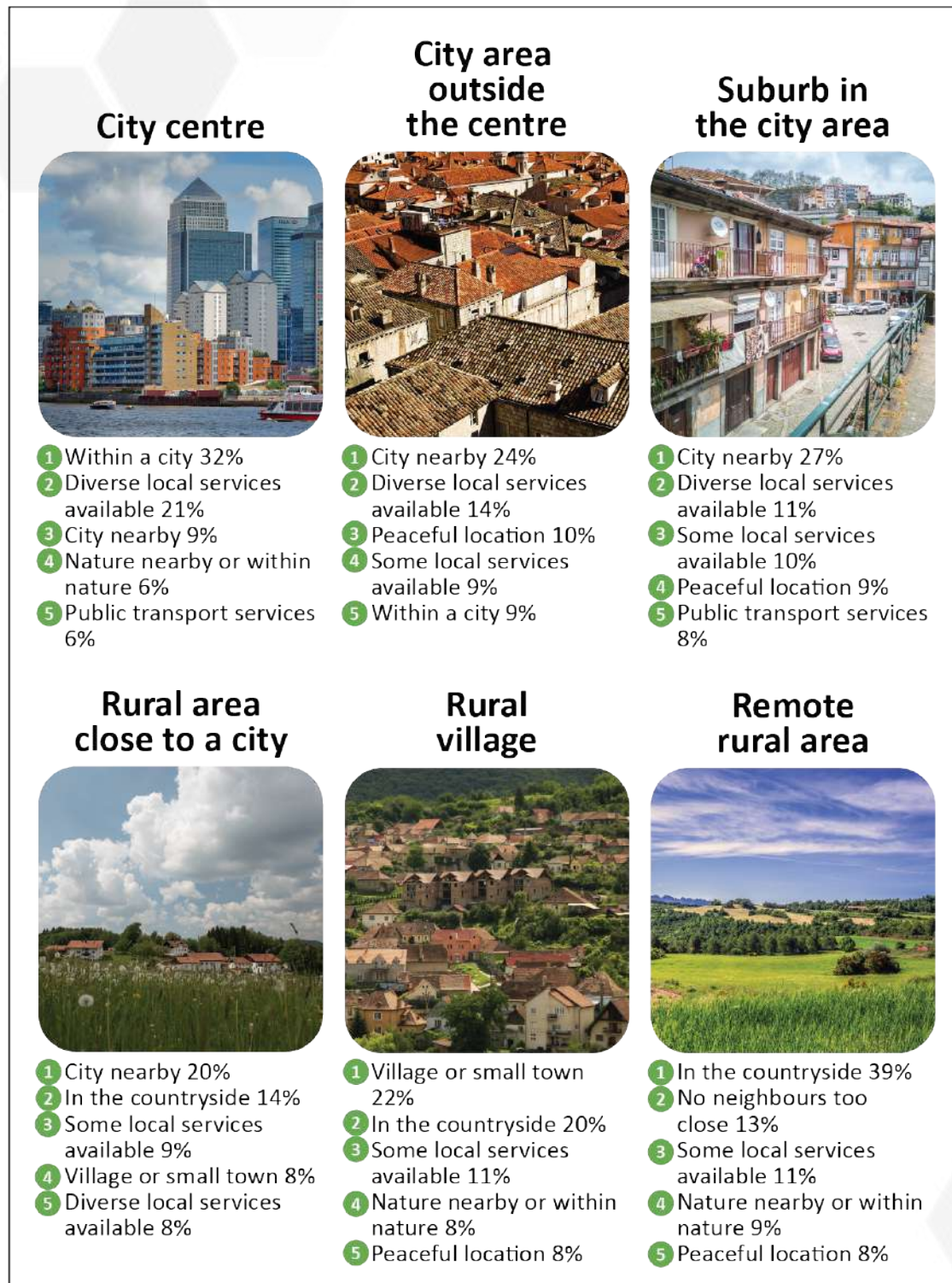


Figure 8: Top-5 attributes of the location in the accommodation dream by dream place of residence, %

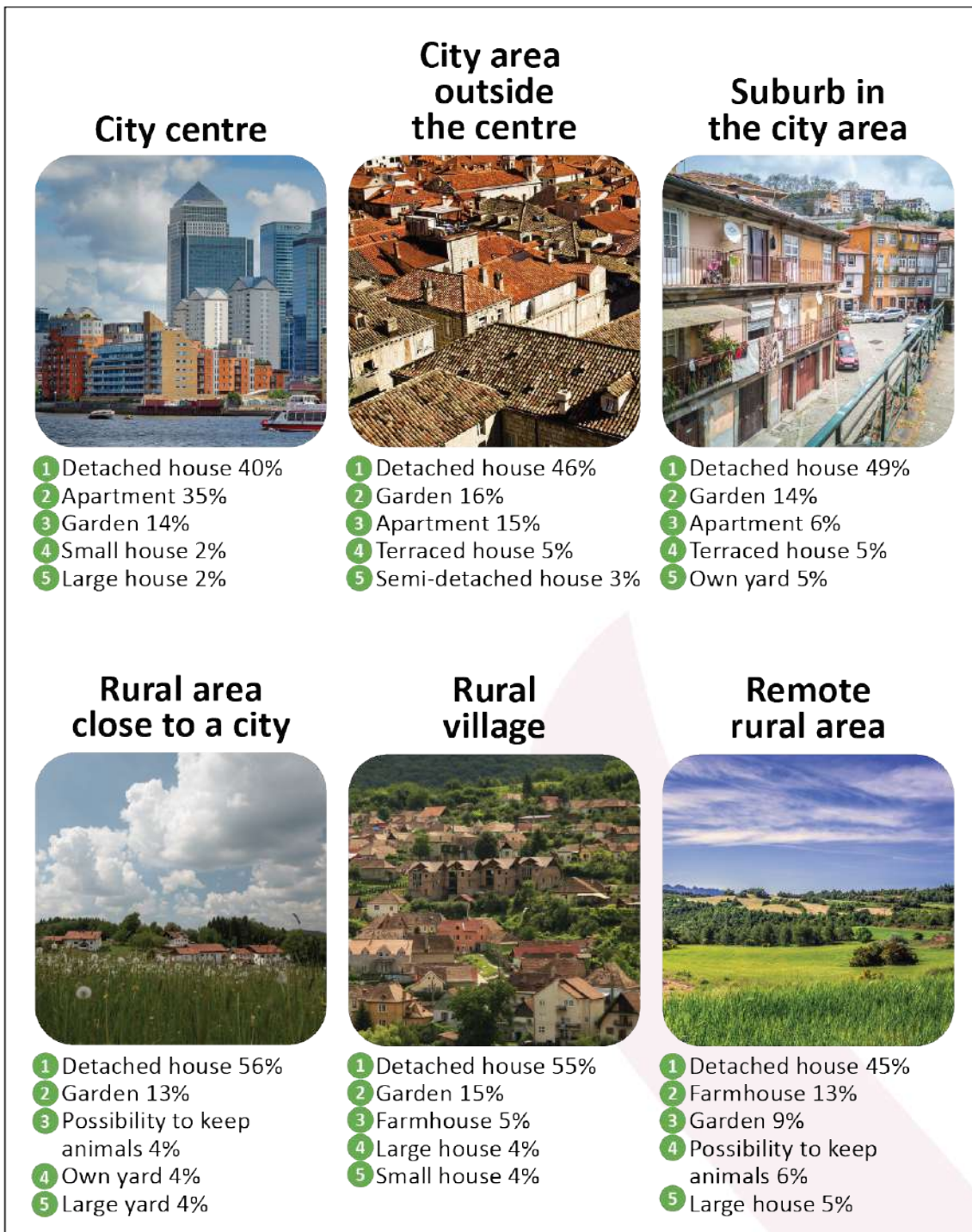


Figure 9: Top-5 attributes of the house in the accommodation dream by dream place of residence, %

3.5 Lifestyle recipe

Lifestyle of the dream future was the most diversified part of the tree domains. Analysis of the responses suggested that they described two essential parts of the lifestyle: hobbies as well as value orientation and behavioural tendency. Most of the respondents also reported that they want to spend time with friends and loved ones and most of them also wanted to have a family with children if not already had one. The profiles of the dream regions were quite different.

Regarding the hobbies, futures dreams targeted to the urban areas were characterised by popularity of sports and exercise, travelling, going out (shopping, coffee, dinner, pub, movies, concerts), creative hobbies (visual arts, writing, photography, theatre), music as well as fashion, clothing and beauty. Rural futures were profiled by the popularity of enjoying the outdoors and nature (hiking, cycling, walking, swimming), animals, gardening as well as cars, motorbikes, machines and motoring. The young people dreaming about these destinations expects that the regions will offer fabrics that are suitable especially for these activities (Figure 10).

The value orientations and behavioural tendencies that characterised the lifestyles of the urban dreams were quite mixed but outstanding: having an ordinary lifestyle with work and leisure, being dedicated to personal development, having a healthy lifestyle, living successful life, experiencing eventful life and having a regular lifestyle. Many of these can be attached to the urban life and social fabric. The same applies to the characteristic value orientations and behavioural tendencies in the rural futures: living in green, peaceful, open environment, having an entrepreneurial orientation, reaching for self-sufficiency and valuing local food and services (Figure 11).

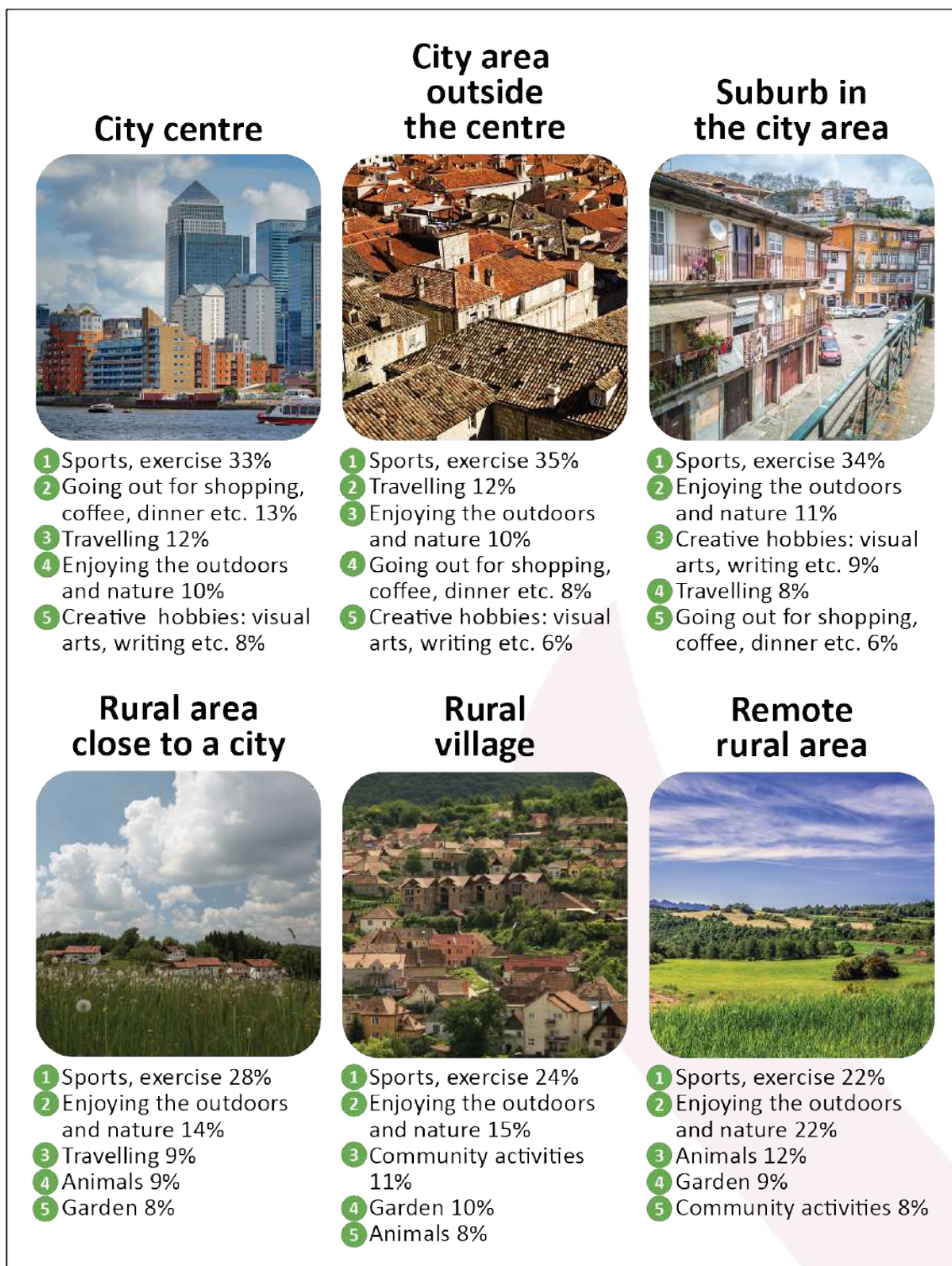


Figure 10: Top-5 attributes of the hobbies in the lifestyle dream by dream place of residence, %



Figure 11: Top-5 attributes of the value orientations and behavioural tendencies in the lifestyle dream by dream place of residence, %

3.6 Obstacles

The obstacles in realising the dreams were partly specific to the type of the dream region.

What has to be noted is that the obstacles identified by the respondents refer to problems that exist right now, but also anticipated problems that can potentially occur on the way to achieving the dream.

Lack or insufficiency of money was an important obstacle in all types of areas (Figure 12). Taking a high level of abstraction, the obstacles for urban and rural dreams had some specific characteristics. The realisation of the urban dreams was threatened especially by getting or keeping a suitable job or business, getting the needed education, lack of courage and self-confidence, personal attitudes and unpredictability of the future. Even though the urban areas are considered to be developing and diversified in their opportunities, the young people who were dreaming about these regions considered the volatility and dynamics as obstacles for realising their dreams (jobs, unpredictability) and finding a fit between one's own preferences or resources and the demands of the external world (education, courage, self-confidence, attitude). The characteristic obstacles of the rural dreams were arising from the society (economy, debt, taxation, regulation, unrest, values, politics etc.) and limitations of the dream place in its offerings (jobs, houses, services etc.). Society at large – central governments, local policies, local economy and the characteristics of contemporary socio-economic or political systems in general – are considered an important obstacle in the rural dreams.

In order to get the urban dreams to become reality, special emphasis should be put on the support, encouragement and resourcing of the individuals. In order to get the rural dreams to become reality, special emphasis should be put on the society: how society in its economic, political and cultural dimensions affects the possibilities of achieving personal dreams.

The assessments of the obstacles may include many 'biases' which have no material basis: experiences, rumours, hopes, attitudes, traditional views etc. As long as they are considered as obstacles by the members of the target group, they are effective and should be studied as to whether there is a material basis for them or whether the perceptions are biased and should be changed by a communication campaign.



Figure 12: Top-5 obstacles of the futures dreams by dream place of residence, %

3.7 Impact of coronavirus pandemic

An additional question about the impacts of the Coronavirus pandemic on the responses was introduced in part of the countries. These included Finland, Hungary, Ireland, Italy, the Netherlands and Poland (1,577 respondents, 71% of all respondents). As the outbreak of the pandemic was very recent, it was possible to observe whether it had any impact on the contents or obstacles of the dreams. The results are based on self-reporting and do not conform to a proper research design in which a same survey would have been carried out before and after the outbreak. The severity and endurance of the pandemic in each country could also have an impact on the responses. The responses provide some indication of the impacts, however.

Summing up the findings, about 30% of the respondents reported that the pandemic had changed their futures dreams. Significant changes were more common among those young people who were dreaming about urban futures than those dreaming about rural futures. In a more detailed look, problems or obstacles in realising a specific dream were more common than changes in the contents of the dream. The most common specific impact of the Coronavirus pandemic was re-evaluation of one's own values and preferences in a way that will change life (Figure 13).



Figure 13: Top-5 impacts of the Coronavirus on the responses by dream place of residence, %

4 Summary

This study reports the findings of the futures dreams inventory which was carried out in ten countries: Finland, France, Germany, Hungary, Ireland, Italy, the Netherlands, Poland, Romania and Spain. We were able to obtain 2,208 responses from young people aged 18–30 years. The respondents came from 20 regions which represented the diversity of the EU regions in a rather balanced way. Due to the invitation procedure (social media campaigns, advertisements, invitation letters, posters etc. rather than random sample of the base population), there was an obvious sample selection bias present. Compared to the base population, urban residents are underrepresented and rural respondents are overrepresented among the respondents. Obviously, **the results cannot be generalised to represent the views of the European youth.**

There were respondents who had diverse dreams and all types of areas – city centres, city areas outside the centre, suburbs in city areas, rural areas close to a city (commuting distance), rural villages and remote rural areas – were destinations for many respondents. This makes it possible to study the responses by type of the dream destination and in this case, the sample selection bias makes no harm. **The main objective of this study is 1) to learn about the contents and the obstacles of the dreams per type of the dream area as well 2) to learn about the background of the young people dreaming about specific types of regions.**

The survey included both closed and open-ended questions about the personal dream future in about 15 years (year 2035). The open-ended questions were categorised by means of conventional content analysis in which the categories are iterated from the data. The descriptions of the personal dream futures were organised into livelihood recipe (how do you earn your living?), accommodation recipe (where do you live?) and lifestyle recipe (how do you live?). The survey included also questions about the obstacles for realising the dreams and about the impact of the Coronavirus pandemic on the responses.

Figures 14–19 present a summary of the findings by type of the dream area. The synthesis is based on location quotient (LQ) technique. LQ values is computed as a topic's share in a particular type of area divided by the topic's share in all types of areas. Topics which have LQ values higher than 2 are considered 'strong profilers' and topics which have LQ values between 1.2–2 are considered 'weak profilers'. These positive profilers may be considered as strengths of the regions in the minds of the youth.

Characteristics of the dreams targeted to **city centres** are summarised in Figure 14. City centres had a very large number of profilers, almost as much as the remote rural areas. This indicates that there was a rather diverse set of interesting, attractive, expected or desired topics that were included in the dreams of those young people who were dreaming about the city centres. Strong profilers (LQ>2) were found in all three recipes: livelihood, accommodation and lifestyle. When taking a bit higher level of abstraction, the futures targeted to the city centres could be featured by few more general topics.

First, being on the move and being international were typical ingredients of the city dreams: travel for work, international working environment and working abroad profiled the livelihood recipe and travelling profiled the lifestyle recipe; being born in other country than the current country of residence profiled also the people who were dreaming about the city centres. Second, at least some particular group of the city dreamers preferred creativity: arts, entertainment and recreation, self-determination, self-actualisation and creative work were profiling the livelihood recipe and creative hobbies were profiling the lifestyle recipe. Third, social life and city services were common ingredients of the dreams: social interaction at work, diverse local services available in the place accommodation as well as fashion, going out, cultural affairs and eventful life in the lifestyle.

Fourth, career, success and high status are profiling these most urban dreams: appreciated work and career and/or high position (livelihood) and successful lifestyle in terms of business, career or wealth. Fifth, a kind of short-termism of the life was manifested by the popularity of freelance work and project work in the livelihood recipe. Sixth, there are also demand for a life balance: balance of work and leisure while earning the livelihood, second home, villa or cottage (in the countryside) as well as sailing or boating in the leisure time and lifestyle featured as calm, quiet, slow or simple. Seventh, regular life was in most demand in the city centres: many young people who were dreaming about city centre futures preferred stable, regular job and regular lifestyle with robust frames and routines (Figure 14).

Finally, the futures dreams targeted to the city centres also manifested strong life cycle impacts. The background of the respondents who were dreaming about the city centres were young, single, students or unemployed or outside labour market (dream) and had only primary level education completed. Many of the people who dreaming about the city centres were already living in the city centres to study there (educational facilities are not available in all regions). This early stage of the personal life cycle is also manifested in the obstacles of the dreams: unpredictability of the (still open) future, unspecified obstacles and personal attitude (laziness, lack of patience, harmful or not productive preferences). These particular young people had also problems in getting or keeping a suitable job or business, in the lack of sufficiency of own skills and competences as well as in getting the needed education. The fit between the own preferences, resources and competences and the demands of the society were still in the process to become established. Futures targeted to the city centres were characterised by this early stage of the personal life cycle.

Summing up, dreams targeted to the city centres are the dreams of rather young people and people who dream about mobile, eventful, international, creative, successful city life and the balancing effect of regularity.


LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p>Economic activity</p> <ul style="list-style-type: none"> ☒ Financial and insurance services ☒ Information and communication ☒ Other service activities ☒ Professional, scientific and technical activities ☒ Arts, entertainment and recreation ☒ Administrative and support service activities ☒ Public administration and defence; compulsory social security <p>Attributes</p> <ul style="list-style-type: none"> ☒ Travel for work ☒ Outside labour market ☒ International work environment ☒ Working abroad ☒ Social interaction ☒ Appreciated work ☒ Stable, regular job ☒ Self-determination ☒ Self-actualisation ☒ Freelance work ☒ Project work ☒ Balance of work and leisure ☒ Career, high position ☒ Creative work 	<p>Location</p> <ul style="list-style-type: none"> ☒ Within a city ☒ Diverse local services available ☒ Public transport services <p>House</p> <ul style="list-style-type: none"> ☒ Apartment ☒ Also a second home, villa or cottage ☒ Modern house 	<p>Hobbies</p> <ul style="list-style-type: none"> ☒ Sailing, boating ☒ Fashion, clothing and beauty ☒ Going out for shopping, coffee, dinner, pub, movies ☒ Gaming ☒ Travelling ☒ Cultural affairs ☒ Creative hobbies: visual arts, writing, photography, theater <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ☒ Regular lifestyle ☒ Successful life: business, career, wealth ☒ Eventful life ☒ Calm, quiet, slow lifestyle ☒ Ordinary lifestyle, work and leisure ☒ Valuing local food and services ☒ Simple lifestyle
		
<p>OBSTACLES</p> <ul style="list-style-type: none"> ☒ Unpredictability of the future ☒ Personal attitude (laziness, patience, preferences) ☒ Coronavirus pandemic (temporarily) or other pandemics ☒ Environment (e.g. climate change) ☒ Getting or keeping a suitable job or business ☒ Lack or insufficiency of skills and competences ☒ Unspecified obstacles ☒ Getting the needed education 	<p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> ☒ Current place of residence: city centre ☒ Place of residence upon birth: city centre ☒ Country of birth: other than current country of residence ☒ Education: primary level completed ☒ Housing arrangement: living alone (and possibly child or children) ☒ Family status: single ☒ Employment status: student ☒ Employment status: unemployed ☒ Age group: 18–24 years 	
<p>CODE</p> <ul style="list-style-type: none"> ☒ Strong profiler: bold font (location quotient >2) ☒ Weak profiler: regular font (location quotient 1.2–2) ☒ <i>Profilers are presented in order of magnitude</i> 		

Figure 14: Profilers of the futures targeted to the city centres

Profilers of the futures targeted to the **city areas outside the centre** are synthesised in Figure 15. Again, several general features may be identified at a high level of abstraction. First, communality is manifested in several attributes of the dreams targeted to these areas: employment in other services activities (typically associations), nice work community, nice neighbours, terraced house or semi-detached houses as quite interactive modes of housing as well as helping others as a behavioural tendency in the lifestyle recipe. Second, city services and events are important ingredients of the dream: public transport services, diverse local services, city fabric, fashion and clothing as well as eventful lifestyle itself. Third, being on the move and being international is important part of the dream (as also in the city centres): working abroad, international work environment and travelling as a hobby.

Fourth, a meaningful work and personal development are among the profilers of the destination of dreams. This is suggested by the popularity of arts, entertainment and recreation as well as professional, scientific and technical activities as the economic activities of the dream accompanied by attributes of the livelihood recipe (challenge, appreciated work, creative work, meaningful work and making an impact) and lifestyle recipe (music, personal development). Fifth, cozy and stable life was part of the dream for many respondents who dreamed about this particular type of region: routine work and stable, regular job in the livelihood recipe, peaceful location and possibly a second home in the countryside as well as reading and homing in the lifestyle recipe. Sixth, health was an issue for part of these young people as healthy lifestyle was quite a common dream and personal health problems profiled the obstacles of realising the dream.

Finally, the life cycle impact was present also in these dream futures. The people who were dreaming about the city areas outside the centre had not established their place in the society yet (primary level education, student, unemployed or out of labour force). This was reflected in the obstacles for realising the dreams: unpredictability of the future, obscurity of own thoughts and dreams as well as lack of courage and self-confidence. These people were also moving often because of work opportunities. Futures targeted to the city centres were characterised by the search for established place in the society.

Taking stock of the profilers, the dreams targeted to the city areas outside the centre are featured by communal, cozy and stable life in the urban fabric, which allows mobility, internationality and personal development in diverse ways.

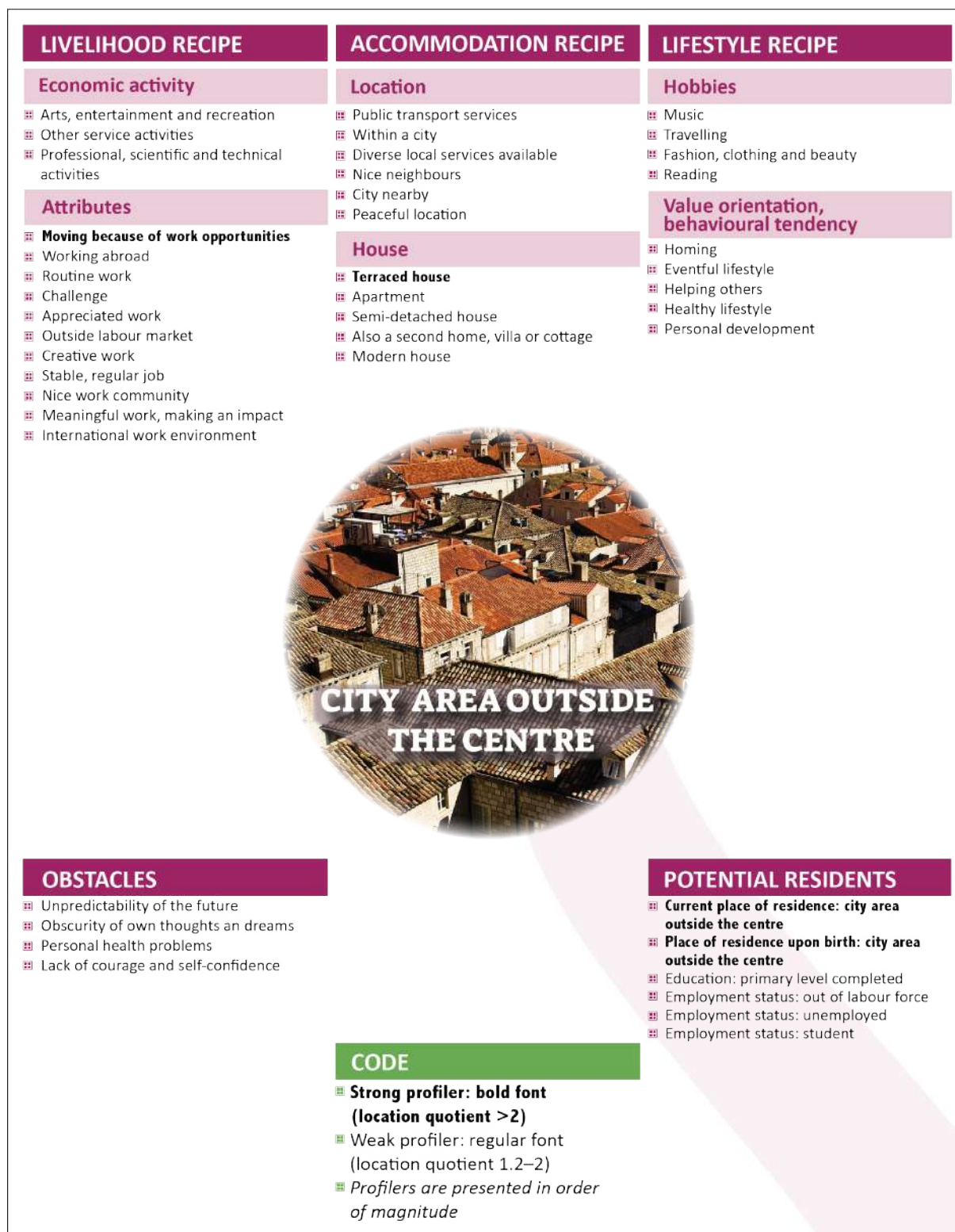


Figure 15: Profilers of the futures targeted to the city areas outside the centre

Futures targeted to the **suburbs in the city areas** are described in Figure 16. They also have a set of characteristics that are popular among the respondents who were dreaming about this type of destination. First, flexibility and life around home were important. In the livelihood recipe these aspects were manifested by the high popularity of freelance work, project work, not place-bound work, flexible work terms and hours and self-actualisation as well as economic activities in which these features are typical: information and communication and professional, scientific and technical activities. The accommodation recipe (semi-detached house, terraced house) and the lifestyle recipe (gaming, cooking, reading, creative hobbies, music, homing as well as balance of work, leisure and family life) also expressed this feature. Many obstacles for the dreams were related to the realisation of this type of dream: working conditions e.g. lack of flexibility and precariousness, personal attitude (laziness, patience, preferences) in achieving the competence and status needed to make it possible and also lack of courage and self-confidence that is certainly asks for.

Second, communality and social responsibility seem to be important ingredients of the dreams targeted to this type of region. This tendency is manifested by several attributes of the livelihood recipe: responsible actor, career and high position, helping others through work or at work, nice work community, education as the field of economic activity and high work orientation as a lifestyle. Third, peaceful and safe life mode is a common dream in this destination: location that is good for the children and peaceful, lifestyle that is featured by living with little stuff (and possibly sharing) and green, peaceful, open environment and partly also livelihood earned by working alone. Not far from this, basic work was appreciated: work with basic infrastructure services (estates, water, waste, electricity etc.) and routine work. Finally, city services are still in demand: public transport services and having a city nearby.

Overall, the dreams destined to the suburbs tend to be characterised by a flexible, responsible as well as peaceful and home-centric 'basic' form of living at the outskirts of a city.

LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p>Economic activity</p> <ul style="list-style-type: none"> ☒ Real estate activities ☒ Water supply; sewage, waste management and remediation activities ☒ Information and communication ☒ Electricity, gas, steam and air conditioning supply ☒ Professional, scientific and technical activities ☒ Education <p>Attributes</p> <ul style="list-style-type: none"> ☒ Freelance work ☒ Working alone ☒ Project work ☒ Responsible actor ☒ Career, high position ☒ Helping others ☒ Not place-bound work ☒ Nice work community ☒ Routine work ☒ Flexible work terms and hours ☒ Self-actualisation 	<p>Location</p> <ul style="list-style-type: none"> ☒ Public transport services ☒ City nearby ☒ Good for children ☒ Peaceful location <p>House</p> <ul style="list-style-type: none"> ☒ Semi-detached house ☒ Terraced house 	<p>Hobbies</p> <ul style="list-style-type: none"> ☒ Gaming ☒ Cooking ☒ Reading ☒ Creative hobbies: visual arts, writing, photography, theater ☒ Music <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ☒ Living with little stuff, sharing ☒ High work orientation ☒ Homing ☒ Balance of work, leisure and family life ☒ Green, peaceful, open environment
 <p>SUBURB IN A CITY AREA</p>		
<p>OBSTACLES</p> <ul style="list-style-type: none"> ☒ Working conditions (lack of flexibility, precariousness etc.) ☒ Personal attitude (laziness, patience, preferences etc.) ☒ Potential external event (sickness, accident etc.) ☒ Lack of courage and self-confidence 	<p>CODE</p> <ul style="list-style-type: none"> ☒ Strong profiler: bold font (location quotient >2) ☒ Weak profiler: regular font (location quotient 1.2–2) ☒ <i>Profilers are presented in order of magnitude</i> 	<p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> ☒ Current place of residence: suburb in a city area ☒ Place of residence upon birth: suburb in a city area ☒ Housing arrangement: living with relatives or other people (and possible child or children)

Figure 16: Profilers of the futures targeted to the suburbs in a city area

Futures targeted to the **rural areas close to cities** were profiled by the smallest number of attributes among the six types of areas which implies that the dreams targeted to these types of areas were quite homogenous (Figure 17). These futures were profiled, first, by own, private, green activity space. This was indicated by the popularity of self-sufficiency in the

livelihood recipe, by the popularity of having no neighbours nearby, having water (sea, lake, river) nearby, living in the countryside, having a large own yard and old house in the accommodation recipe as well as gardening and having a green, peaceful, open environment in the lifestyle recipe – partly also the value orientation of living with little stuff. Second, futures destined to the rural areas close to cities were profiled by the possibility to keep animals which was present both in the accommodation recipe and in the lifestyle recipe.

Third, place before work is manifested in several common preferences: short travel to work, moving because of work, not-place bound work, homing as well as balance of work, leisure and family life. This tendency is resisted by the specific obstacles related to working conditions: lack of flexibility, precariousness etc. Fourth, children played a role in life either as part of the livelihood recipe (working with children or youngsters) or part of the accommodation recipe (location is good for children). Besides these ingredients, the futures targeted to these urban adjacent areas are characterised by popularity of having a high work orientation. A point worth noting is the background of the dreamers: only in these types of areas the current place of residence is not a strong profiler indicating that these people come from many kinds of areas.

Summing up, the dream futures targeted to the rural areas close to cities were profiled by a clear preference for the countryside as a living environment which included waters, animals, private space and garden – a dream of a family life in which work life is a subordinate of the rural lifestyle.

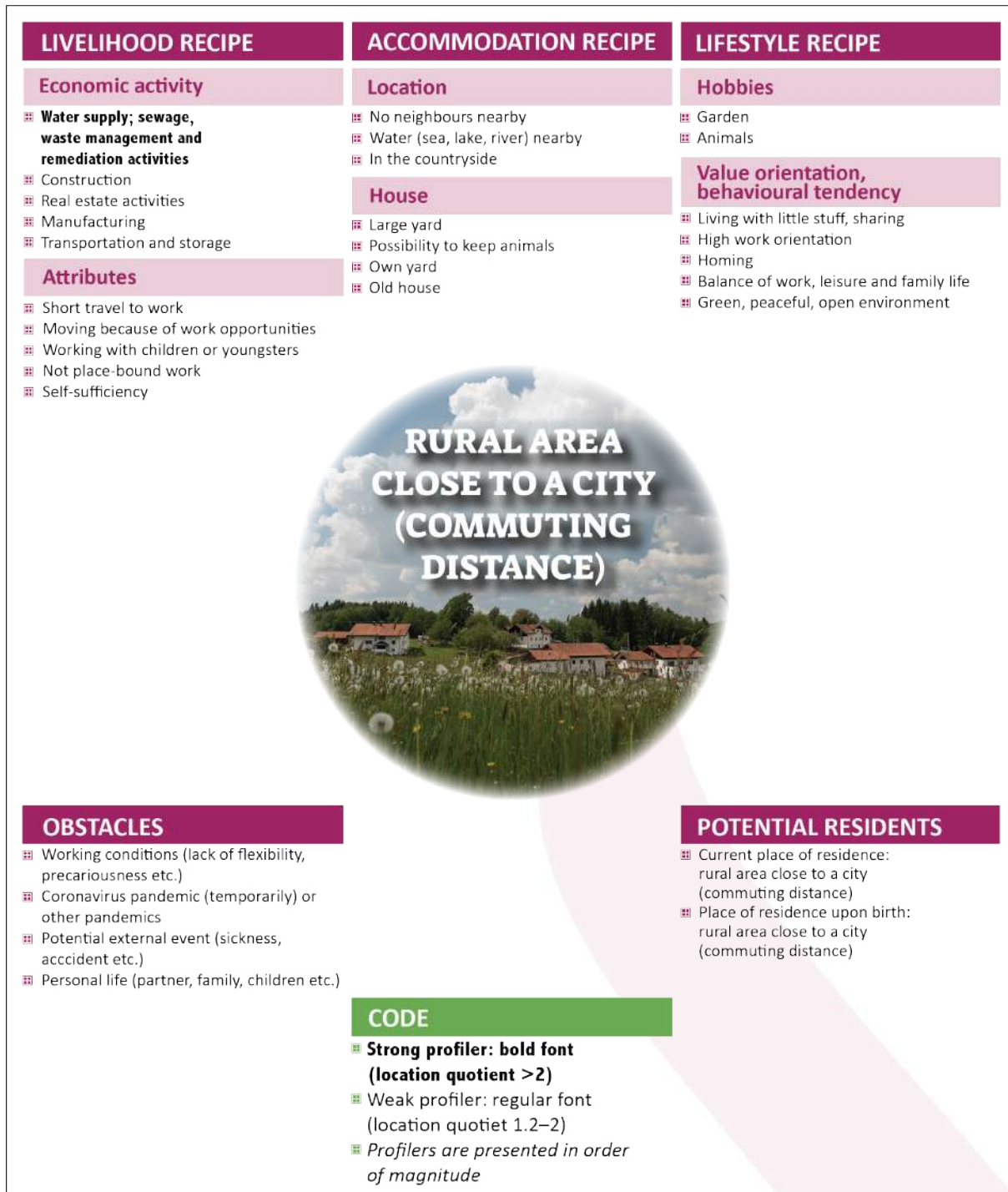


Figure 17: Profilors of the futures targeted to the rural areas close to a city (commuting distance)

Dreams that were targeted to the **rural villages** are synthesised in Figure 18. There were again several general features in the contents and obstacles of the dreams as well in the background of the dreamers. First, entrepreneurship in various forms and modes was present in these dreams. It was included in the popular economic activities (agriculture, forestry and fishing as well as accommodation and food service activities) and in the attributes of the

livelihood recipe: doing by hands, freelance work and entrepreneurship. Background of the dreamers was also profiled by the employment status of farm entrepreneur. Obstacles that profiled these dreams included society: economy, debt, taxation, regulation, unrest, values, politics etc. Second, a strong social orientation was present in the dreams targeted to the rural villages. This was part of the livelihood recipe (communality as a strong profiler, social interaction) and part of the lifestyle recipe (community activities as a hobby; social orientation and interaction as well as political, societal or community activities as a value orientation and behavioural tendency). Related to this, acceptance of diversity was considered important in the community. Third, rural type of housing is an important part of the dream for many, including a garage or barn (strong profiler), farmhouse and old house. This is partly related to the obstacles for realising the dreams: finding a suitable and affordable place or house and limitations of the dream region in terms of jobs, houses or services.

Fourth, self-sufficiency features both livelihood and lifestyle. Self-sufficiency is a strong profiler of the livelihood recipe and valuing local food and services is a strong profiler of the lifestyle recipe together with garden and self-sufficiency as weak profilers. Fifth, rural milieu and environment contribute to the dreams in many ways: nature and environment as part of the livelihood recipe, location in the countryside in the accommodation recipe and green, peaceful and open environment in the lifestyle recipe. Environmental issues (e.g. climate change) may risk realisation of this dream. Sixth, children are an important part of life for many young people who dream about the rural villages: working with children and youngsters (livelihood) and having a location which is good for the children (accommodation) – in addition, the background of these people was profiled by having children. Seventh, vehicles are an important part of village life: employment in transportation and storage as well as cars, motorbikes, machines or motoring as a hobby. Eighth, many economic activities that feature the dreams are essentially local basic services (trade, electricity, administrative and support services, education). As with most types of areas, being born or living in this type of area often leads to dreams targeted to the same type of areas (or even the same area).

Abstracting further, futures dreams targeted to the rural villages are manifestations of the local paradigm in a rural fabric.



Figure 18: Profilors of the futures targeted to the rural villages

As the last case, futures dreams targeted to the **remote rural areas** are characterised in Figure 19. These futures are quite a unique case as they have the highest number of specific profilors among the six types of dream destinations. First, nature is an inherent part of the life: living in the countryside with water (sea, lake, river), having nature nearby or living within the nature and having outdoors hobbies: hiking, cycling, walking, sailing, boating. Second, as also in the

rural villages, these dreams were profiled by entrepreneurship. Manifestations of entrepreneurship were present in the livelihood recipe (versatile tasks, doing by hands, entrepreneurship, agriculture as the economic activity), in the lifestyle recipe (entrepreneurial orientation as a strong profiler; independence and freedom, high work orientation) and in the obstacles (society). Further on, the background of the young people who were dreaming about the remote rural areas was profiled by the status of an entrepreneur: farm entrepreneur (strong profiler) or 'other' entrepreneur (weak profiler). Third, rural type of housing was ultimately the dream type of housing: farmhouse, with garage or barn, large house, own yard; small house for some people. Fourth, animals represented another 'rural' feature of the dream: working with animals (livelihood), having the possibility to keep animals (accommodation) and animals as a hobby (lifestyle).

Fifth, self-sufficiency was a strong profiler of the dreams targeted to the remote rural areas. It was present in the livelihood dreams and in the lifestyle dreams (garden as a hobby, self-sufficiency as well as valuing local food and services as a value orientation and behavioural tendency). Sixth, own space and privacy were appreciated by these young people: having no neighbours too close was an important part of the characteristics of the location and, partly relatedly, the lifestyle was profiled by simple, calm, quiet, slow and spiritual lifestyle. Seventh, part of the young people who were dreaming about these types of areas were also dreaming about flexible work: not place-bound work (strong profiler), remote work or telework, part-time work and freelance work giving room for the possibility of living in the rural destination and also for self-actualisation. Finally, sustainability was most common profiler in these particular dream futures: nature and environment as a part of the livelihood recipe, environmentally friendly housing as a strong profiler of the accommodation recipe and sustainable lifestyle as a value orientation and behavioural tendency. Apart from this, hobbies related to the cars, motorbikes, machines and motoring were popular in these destinations; this could be partly associated with the background of the dreamers which was profiled by men (weak profiler).

An apparent life cycle impact is present in the dreams targeted to the remote rural areas (as partly also in the dreams targeted to the rural villages). The dreamers are typically older (25–30 years), they have established in the work life (employed) and they have children. Along with ageing, the dreams tend to turn from urban to rural within this age cohort (18–30 years). The young people dream about living in cities while studying, possibly starting a family and getting a profession. When these events of life have been completed, the rural dreams become more common.

The characteristics of the obstacles tell partly the same story. The obstacles of the urban dreams are profiled by troubles in finding one's place in the world, whereas the obstacles of the rural dreams have more to do with the society. This has implications for the development of effective means to support the young people in getting their dreams realised.

Summing up, the futures dreams targeted to the remote rural areas were flavoured by the ideal of living in the nature and with the nature – and having agency to do this.

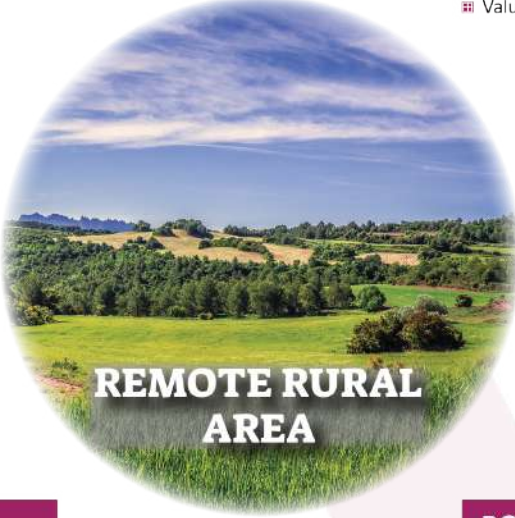
LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p>Economic activity</p> <ul style="list-style-type: none"> ☒ Agriculture, forestry and fishing ☒ Water supply; sewage, waste management and remediation activities ☒ Financial and insurance activities ☒ Electricity, gas, steam and air conditioning supply ☒ Accommodation and food service activities <p>Attributes</p> <ul style="list-style-type: none"> ☒ Working outdoors ☒ Working alone ☒ Outside labour market ☒ Working with animals ☒ Self-sufficiency ☒ Not place-bound work ☒ Remote work, telework ☒ Nature, environment ☒ Versatile tasks ☒ Part-time work ☒ Doing by hands ☒ Freelance work ☒ Entrepreneurship ☒ Appreciated work ☒ Self-actualisation 	<p>Location</p> <ul style="list-style-type: none"> ☒ No neighbours too close ☒ In the countryside ☒ Water (sea, lake, river) nearby ☒ Nature nearby or within nature <p>House</p> <ul style="list-style-type: none"> ☒ Farmhouse ☒ Environmentally friendly housing ☒ Possibility to keep animals ☒ Garage or barn ☒ Large house ☒ Small house ☒ Own yard 	<p>Hobbies</p> <ul style="list-style-type: none"> ☒ Cars, motorbikes, machines, motoring ☒ Animals ☒ Enjoying the outdoors: hiking, cycling, walking ☒ Sailing, boating ☒ Garden ☒ Community activities <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ☒ Self-sufficiency ☒ Entrepreneurial orientation ☒ Simple lifestyle ☒ Independence, freedom ☒ Sustainable lifestyle ☒ Spiritual lifestyle ☒ Calm, quiet, slow lifestyle ☒ High work orientation ☒ Valuing local food and services
 <p>REMOTE RURAL AREA</p>		
<p>OBSTACLES</p> <ul style="list-style-type: none"> ☒ Society (economy, debt, taxation, regulation, unrest, values, politics etc.) ☒ Unspecified obstacles ☒ Obscurity of own thoughts and dreams ☒ Lack or insufficiency of money 	<p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> ☒ Current place of residence: remote rural area ☒ Place of residence upon birth: remote rural area ☒ Entrepreneurs status: farm entrepreneur ☒ Children: yes ☒ Housing arrangement: living with a partner (and possibly child or children) ☒ Gender: male ☒ Entrepreneurship status: other than farm entrepreneur ☒ Age group: 25–30 years ☒ Employment status: employed 	
<p>CODE</p> <ul style="list-style-type: none"> ☒ Strong profiler: bold font (location quotient >2) ☒ Weak profiler: regular font (location quotient 1.2–2) ☒ <i>Profilers are presented in order of magnitude</i> 		

Figure 19: Profilers of the futures targeted to the remote rural areas

Besides the profiles of the different regions as the targets of futures dreams by the youth, also professional status is interesting. Figures 20-22 provide profilers of the 'farm entrepreneurs', 'other entrepreneurs' and 'not entrepreneurs' professional statuses.

Starting with the dream to become a **farm entrepreneur**, these dreams were quite a unique case as they had the highest number of strong profilers among the three types of employment dreams (Figure 20). First, the dreams of the would-be farm entrepreneurs were profiled by the countryside life: living in a village or in the remote rural area in a green, peaceful and open environment and working outdoors. The lifestyle of these particular people was characterised by simple lifestyle, valuing local food and services as well as living with little stuff and sharing. Many of these dreamers had earlier experience of the rural environment, so they knew what to expect. Relatedly, environment was a source of action (environmentally friendly housing) and a source of concern (obstacles for the dream, e.g. climate change). Second, entrepreneurship in its diverse characteristics was an inherent ingredient of the background, livelihood and lifestyle of these people. The background of these young people was featured by an employment status of full-time or part-time entrepreneur or family member in family business. Their livelihood was profiled by entrepreneurship as a source of livelihood as well as working alone, having versatile tasks, doing by hands and having a project assignment orientation. These people were entrepreneurial in their value orientation and behavioural tendency, they had a high work orientation and they preferred independence and freedom. Briefly, they were entrepreneurial persons. Their biggest obstacle in realising the dreams was the society in its economic, political and cultural dimensions.

Third, animals were a part of the dream. They were included in the livelihood recipe (working with animals), in the accommodation recipe (possibility to keep animals) and in the livelihood recipe (animals as a hobby). Fourth, many of the previous profilers had an intimate relationship with the agricultural profession. This was featured by the popularity of agriculture, forestry and fishing as well as accommodation and food service activities as the economic activity of the dreams as well as by the preference for living in a farmhouse and having a garden. Fifth, self-sufficiency was part of the livelihood recipe and the lifestyle recipe. Sixth, communality was an important part of the dream. The dream was profiled by having neighbours nearby, having community activities as hobby and having political, societal or community activities as a value orientation and behavioural tendency. Relatedly, limited access to social or professional networks was a more common obstacle of the dreams in this group of people than in the other groups.

Seventh, the young people who were dreaming to become farm entrepreneurs tended to be 'seniors among the juniors': they belonged to the older part of the age cohort (25–30 years), they had children and they lived with a partner. This setting is featuring the life cycle effect which was observed also in the place-specific dreams. Eighth, vehicles were an interesting hobby: cars, motorbikes, machines, motoring, sailing or boating. Finally, the dreams of these people were characterised by the acceptance of diversity as a value orientation, by the background of male gender and by the obstacles of the dreams arising from health problems and lack or insufficiency of money.

In brief, the dreams of becoming a farm entrepreneur were dreams of very entrepreneurial 'seniors among the juniors' who dreamed about farming and living in the green with the animals, vehicles and community members.


LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p>Economic activity</p> <ul style="list-style-type: none"> ▣ Agriculture, forestry and fishing ▣ Accommodation and food service activities <p>Attributes</p> <ul style="list-style-type: none"> ▣ Working with animals ▣ Working outdoors ▣ Self-sufficiency ▣ Entrepreneurship ▣ Working alone ▣ Versatile tasks ▣ Doing by hands ▣ Project work 	<p>Location</p> <ul style="list-style-type: none"> ▣ Dream place of residence: remote rural area ▣ In the countryside ▣ Dream place of residence: rural village ▣ In the countryside ▣ Village or small town ▣ Neighbours nearby <p>House</p> <ul style="list-style-type: none"> ▣ Farmhouse ▣ Environmentally friendly housing ▣ Possibility to keep animals 	<p>Hobbies</p> <ul style="list-style-type: none"> ▣ Cars, motorbikes, machines, motoring ▣ Garden ▣ Animals ▣ Community activities ▣ Sailing, boating <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ▣ Entrepreneurial orientation ▣ Acceptance of diversity ▣ Simple lifestyle ▣ Valuing local food and services ▣ Self-sufficiency ▣ High work orientation ▣ Living with little stuff, sharing ▣ Political, societal or community activities ▣ Green, peaceful, open environment ▣ Independence, freedom
 <p>FARM ENTREPRENEUR</p>		
<p>OBSTACLES</p> <ul style="list-style-type: none"> ▣ Society (economy, debt, taxation, regulation, unrest, values, politics etc.) ▣ Limited access to social or professional networks and support ▣ Personal health problems ▣ Environment (e.g. climate change) ▣ Lack or insufficiency of money 	<p>CODE</p> <ul style="list-style-type: none"> ▣ Strong profiler: bold font (location quotient >2) ▣ Weak profiler: regular font (location quotient 1.2–2) ▣ Profilers are presented in order of magnitude 	<p>POTENTIAL PEOPLE</p> <ul style="list-style-type: none"> ▣ Entrepreneur status: farm entrepreneur ▣ Employment status: family member in family business ▣ Employment status: entrepreneur ▣ Current place of residence: remote rural area ▣ Children: yes ▣ Employment status: salaried worker and entrepreneur ▣ Place of residence upon birth: remote rural area ▣ Current place of residence: rural area close to a city (commuting distance) ▣ Age: 25–30 years ▣ Housing arrangement: living with a partner (and possibly chil or children) ▣ Gender: male ▣ Employment status: employed ▣ Place of residence upon birth: rural area close to a city (commuting distance) ▣ Family status: have a partner

Figure 20: Profilers of the futures of farm entrepreneurs

A typical dream to become a **non-farm entrepreneur** was different from the typical dream to become a farm entrepreneur in many ways (Figure 21). Taking a high level of abstraction, the several profilers of these specific futures could be summarised with a few characteristics. First, the entrepreneurship of this particular group was featured by the flexibility and self-determination. Freelance work was a strong profiler of the livelihood recipe along with the weak profilers of entrepreneurship, self-determination and flexible work terms and hours. These people often had a background in entrepreneurship. Second, creativity was an important part of the work and lifestyle. This essence had manifestations in the popular economic activity of arts, entertainment and recreation, in the preference for creative work and self-actualisation in the livelihood recipe and well as in the high prevalence of personal development and eventful lifestyle in the lifestyle recipe. Third, nature as a source of recreation was important for many of these people: the dream location had waters (sea, lake, river) nearby and a second home, villa or cottage in the countryside was more popular in this group of people than in the other groups. Fourth, preference for craft and messing up at home asked for housing which allowed these activities (garage or barn, large house, modern or old house); the skills for these activities could be backed up by employment in the economic activities related to construction, real estate activities and electricity etc.

Fifth, an international dimension was present in the dreams of these people in many ways. Working abroad profiled the livelihood dreams; the dream country as well as the country of birth were other than the current country of residence most often in this group. Finally, the people who were dreaming about becoming non-farm entrepreneurs seemed to suffer from person-related obstacles in realising their dreams. These included personal attitudes (laziness, lack of patience, harmful preferences etc.), lack or insufficiency of skills and competences and lack of courage and self-confidence as well as diverse 'unspecified obstacles'; unemployment was also more common in this group than in the other groups.

Summing up, the dreams of becoming a non-farm entrepreneur were featured by a flexible, self-determined life where creativity and nature-based recreation were balancing the work duties; the personal capacity was a specific challenge.


LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
Economic activity <ul style="list-style-type: none"> ▣ Construction ▣ Arts, entertainment and recreation ▣ Accommodation and food service activities ▣ Real estate activities ▣ Financial and insurance activities ▣ Wholesale and retail trade; repair of motor vehicles and motorcycles ▣ Other service activities ▣ Electricity, gas, steam and air conditioning supply 	Location <ul style="list-style-type: none"> ▣ Dream country: abroad ▣ Water (sea, lake, river) nearby House <ul style="list-style-type: none"> ▣ Garage or barn ▣ Large house ▣ Modern house ▣ Old house ▣ Also a second home, villa or cottage 	Hobbies <ul style="list-style-type: none"> ▣ Personal development ▣ Eventful lifestyle
Attributes <ul style="list-style-type: none"> ▣ Freelance work ▣ Entrepreneurship ▣ Self-determination ▣ Creative work ▣ Self-actualisation ▣ Flexible work terms and hours ▣ Working abroad 		Value orientation, behavioural tendency <ul style="list-style-type: none"> ▣ Personal development ▣ Eventful lifestyle
OBSTACLES <ul style="list-style-type: none"> ▣ Unspecified obstacles ▣ Personal attitude (laziness, patience, preferences etc.) ▣ Lack or insufficiency of skills and competences ▣ Lack of courage and self-confidence 	CODE <ul style="list-style-type: none"> ▣ Strong profiler: bold font (location quotient >2) ▣ Weak profiler: regular font (location quotient 1.2–2) ▣ <i>Profilers are presented in order of magnitude</i> 	POTENTIAL PEOPLE <ul style="list-style-type: none"> ▣ Entrepreneur status: other entrepreneur ▣ Employment status: salaried worker and entrepreneur ▣ Employment status: entrepreneur ▣ Country of birth: in another country ▣ Employment status: unemployed

Figure 21: Profilers of the futures of other entrepreneurs

Finally, the dreams of the young people who were **not dreaming about entrepreneurship** are profiled in Figure 22. These dreams also included some general characteristics. First, regular, easy, 'ordinary' life in its various forms was particularly popular among this group of people. Their livelihood recipe was profiled by routine work, short travel to work, nice work community, balance of work and leisure and stable, regular job. Their preferred location was profiled by the availability of public transport services and their lifestyle recipe was profiled by a gaming hobby, regular lifestyle, living with little stuff and sharing as well as ordinary

lifestyle including work and leisure. Second, interesting and impactful work profiled the livelihood recipe (responsible actor, interesting work, meaningful work and making an impact, also: working with children and youngsters). Third, helping others was important both in the work and in the lifestyle. Both of the previous two characteristics are also related to the fourth general profiler of these employment futures: personal development. This was specifically manifested by the possibility for personal and/or profession development at work, by the challenge at work and by the popularity of spiritual lifestyle.

Fifth, an international dimension was present in these dreams: travel for work and international work environment. Sixth, 'suburban housing style' (terraced house, own yard, semi-detached house) was combined with employment in services (public administration, education, administrative and support services) in the dreams of these respondents. Finally, some of these people had evident problems in the engagement with the labour market or society, since some of them were moving because of work opportunities, they had a dream to be outside the labour market and they had obstacles for the dreams caused by the Coronavirus pandemic (e.g. getting or keeping a job, increased uncertainty, economic problems etc.).

In other words, the dreams of being not employed as an entrepreneur were essentially manifesting various forms of ordinary life with work and leisure added with a social and developmental orientation.

LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p>Economic activity</p> <ul style="list-style-type: none"> ☒ Water supply; sewage, waste management and remediation activities ☒ Public administration and defence; compulsory social security ☒ Education ☒ Administrative and support service activities ☒ Transportation and storage 	<p>Location</p> <p>House</p> <ul style="list-style-type: none"> ☒ Terraced house ☒ Own yard ☒ Semi-detached house 	<p>Hobbies</p> <ul style="list-style-type: none"> ☒ Gaming ☒ Fashion, clothing and beauty ☒ Sailing, boating <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ☒ Regular lifestyle ☒ Spiritual lifestyle ☒ Helping others ☒ Living with little stuff, sharing ☒ Ordinary lifestyle, work and leisure
<p>Attributes</p> <ul style="list-style-type: none"> ☒ Moving because of work opportunities ☒ Routine work ☒ Travel for work ☒ Responsible actor ☒ Short travel to work ☒ Nice work community ☒ Balance of work and leisure ☒ Interesting work ☒ Outside labour market ☒ Helping others ☒ International work environment ☒ Meaningful work, making an impact ☒ Personal and/or professional development ☒ Challenge ☒ Stable, regular job ☒ Working with children and youngsters 		
<p>OBSTACLES</p> <ul style="list-style-type: none"> ☒ Coronavirus pandemic (temporarily) or other pandemics 	<p>POTENTIAL PEOPLE</p>	
<p>CODE</p> <ul style="list-style-type: none"> ☒ Strong profiler: bold font (location quotient >2) ☒ Weak profiler: regular font (location quotient 1.2–2) ☒ <i>Profilers are presented in order of magnitude</i> 		

Figure 22: Profilers of the futures of not entrepreneurs